

What is claimed is:

1. A method of selecting one of a plurality of print settings for printing a document comprising:

5 determining at least one content characteristic of the document;

identifying from the plurality of print settings an optimum print setting that is best suited for the content characteristic;

and

utilizing the optimum print setting to print the document.

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2. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of:

counting a number of pages in the document;

if the number of pages is less than or equal to a threshold, then

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selecting a first print setting; and

if the number of pages is greater than the threshold, then selecting a second print setting.

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3. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of:

determining an amount of text data in the document; and

selecting the optimum print setting based on the amount of text data.

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4. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of:

determining an amount of image data in the document; and

selecting the optimum print setting based on the amount of image data.

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5. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of:

comparing an amount of text data in the document and an amount of

image data in the document; and

selecting the optimum print setting based on the amount of text data as compared to the amount of image data in the document.

6. The method of printing of claim 1, wherein the step of determining at
5 least one content characteristic further comprises the steps of:
determining a type of text data in the document; and
selecting the optimum print setting based on the type of text data.

10 7. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of:
determining a type of image data in the document; and
selecting the optimum print setting based on the type of image data.

15 8. A method of selecting one of a plurality of print settings for printing a document in response to a print request comprising the steps of:
gathering data relating to prior print setting selections;
comparing the prior print setting selection data to at least one characteristic of the print request;
identifying an optimum print setting for the print request; and
utilizing the optimum print setting to print the document.

20 9. A method of selecting one of a plurality of print settings for printing a document in response to a print request comprising the steps of:
analyzing a plurality of characteristics relating to the print request;
identifying from the plurality of print settings an optimum print setting that is best suited for the plurality of characteristics; and
utilizing the optimum print setting to print the document.

25 10. The method of claim 9, wherein the step of analyzing a plurality of characteristics further comprises the step of analyzing at least:
a number of pages in the document,
an amount of text data in the document,

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an amount of image data in the document,
a type of text data in the document,
a type of image data in the document,
an input/output protocol,
5 a host device type,
 an application being used to print the document,
 a job queue status,
 a time of day, or
 a type of media being printed.

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11. The method of claim 9, wherein the step of analyzing a plurality of characteristics further comprises the steps of:
 gathering data relating to prior print setting selections; and
 analyzing the prior print setting selection data to identify the optimum print setting.

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12. The method of claim 9, wherein the step of analyzing a plurality of characteristics further comprises the step of requesting a user to input at least one preferred print setting for at least one category of print requests.

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13. The method of claim 9, further comprising the step of weighting each of the plurality of characteristics according to at least one factor.

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14. A method of selecting one of a plurality of print settings for printing a document comprising the steps of:
 requesting a user to input at least one user preference;
 utilizing the user preference to identify from the plurality of print settings an optimum print setting that is best suited for the user preference;

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 and
 utilizing the optimum print setting to print the document.

15. The method of claim 14, wherein the user preference is related to a choice that balances print quality and print speed.

5 16. A computer program product for selecting one of a plurality of print settings for printing a document comprising:
code that determines at least one content characteristic of the document;
code that identifies from the plurality of print settings an optimum print setting that is best suited for the content characteristic;
10 and
code that utilizes the optimum print setting to print the document.

15 17. A computer program product for selecting one of a plurality of print settings for printing a document in response to a print request comprising:
code that analyzes a plurality of characteristics relating to the print request;
20 code that identifies from the plurality of print settings an optimum print setting that is best suited for the plurality of characteristics;
and
code that utilizes the optimum print setting to print the document.